



Commonwealth of the Northern Mariana Islands

~ Visitor Arrival Statistics ~

Fiscal Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	170,008	147,196	-13.42%
October	29,611	20,467	-30.88%
November	31,690	23,008	-27.40%
December	34,181 ^r	30,155	-11.78%
January	38,932	35,716	-8.26%
<u>February</u>	<u>35,594</u>	<u>37,850</u>	<u>6.34%</u>
March	32,908 ^r		
April	27,833		
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
YEAR TOTAL:	375,808	147,196	-----

Calendar Year 2009 - 2010

	2009	2010	% Change
TOTAL TO DATE:	74,526	73,566	-1.29%
January	38,932	35,716	-8.26%
<u>February</u>	<u>35,594</u> ^r	<u>37,850</u>	<u>6.34%</u>
March	32,908		
April	27,833		
May	24,128		
June	21,803		
July	30,301		
August	37,072 ^r		
September	31,755		
October	20,467		
November	23,008		
December	30,155		
YEAR TOTAL:	353,956	73,566	-----

^r Revised

MONTHLY VISITOR ARRIVALS BY COUNTRY OF RESIDENCE									
Fiscal Year	~ JAPAN ~			~ KOREA ~			~ CHINA/HONG KONG * ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	98,826	72,082	-27%	42,706	43,175	1%	12,727	17,241	35%
October	16,193	8,602	-47%	8,715	4,813	-45%	1,891	3,846	103%
November	17,539	10,553	-40%	8,912	6,892	-23%	2,040	2,742	34%
December	20,517	15,638	-24%	8,098	10,157	25%	2,004	1,302	-35%
January	22,302	18,018	-19%	8,676	11,710	35%	4,447	3,065	-31%
February	<u>22,275</u>	<u>19,271</u>	<u>-13%</u>	<u>8,305</u>	<u>9,603</u>	<u>16%</u>	<u>2,345</u>	<u>6,286</u>	<u>168%</u>
March	18,852			5,532			1,955		
April	14,214			6,576			1,883		
May	12,833			6,557			1,587		
June	11,152			6,735			322		
July	14,277			9,987			2,470		
August	19,404 ^r			10,600			3,892		
September	21,009			4,302			3,023		
YEAR TOTAL	210,567	72,082	-----	92,995	43,175	-----	27,859	17,241	-----
Fiscal Year	~ GUAM ~			~ UNITED STATES ~			~ PHILIPPINES ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	7,140	7,321	3%	3,139	3,838	22%	559	486	-13%
October	1,497	1,520	2%	523	909	74%	112	132	18%
November	1,374	1,468	7%	871	496	-43%	118	210	78%
December	1,597	1,578	-1%	609	792	30%	150	60	-60%
January	1,405	1,524	8%	521	644	24%	79	39	-51%
February	<u>1,267</u>	<u>1,231</u>	<u>-3%</u>	<u>615</u>	<u>997</u>	<u>62%</u>	<u>100</u>	<u>45</u>	<u>-55%</u>
March	1,369			2,768			143		
April	1,669			743			162		
May	1,547			573			228		
June	1,617			858			117		
July	1,746			908			101		
August	1,622			620 ^r			99		
September	1,308			1,340			160		
YEAR TOTAL	18,018	7,321	-----	10,949	3,838	-----	1,569	486	-----
Fiscal Year	~ RUSSIA ~			~ TAIWAN ~			~ OTHER AREAS ~		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
TOTAL TO DATE	3,374	1,820	-46%	163	74	-55%	1,374	1,159	-16%
October	380	377	-1%	1	12	1100%	299	256	-14%
November	456	374	-18%	22	43	95%	358	230	-36%
December	895	401	-55%	36	5	-86%	275	222	-19%
January	1,137	487	-57%	102	4	-96%	263	225	-14%
February	<u>506</u>	<u>181</u>	<u>-64%</u>	<u>2</u>	<u>10</u>	<u>400%</u>	<u>179</u>	<u>226</u>	<u>26%</u>
March	709			2			1,578		
April	431			7			2,148		
May	487			5			311		
June	478			5			519		
July	502			81			229		
August	573			54			208		
September	247			100			266		
YEAR TOTAL	6,801	1,820	-----	417	74	-----	6,633	1,159	-----

* Effective October 2006, arrivals from Hong Kong are included with China.

^r Revised

VISITOR ARRIVALS TO SAIPAN - FEBRUARY 2010

ARRIVALS BY MODE OF TRANSPORTATION	Feb-09	Feb-10	% CHANGE
Air Arrivals	34,805	37,073	7%
Sea Arrivals	231	320	39%

TOTAL ARRIVALS	35,036	37,393	7%
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AIR ARRIVALS BY COUNTRY OF RESIDENCE			
JAPAN	21,765	19,040	-13%
Kanto (Tokyo)	10,686	10,974	3%
Kinki (Osaka)	4,494	2,218	-51%
Tokai (Nagoya)	3,457	3,417	-1%
Tohoku (Sendai)	1,497	1,124	-25%
Kyushu (Fukuoka)	223	185	-17%
Hokkaido (Sapporo)	262	259	-1%
Chugoku (Hiroshima)	310	252	-19%
Shikoku	224	143	-36%
Okinawa	24	29	21%
Others	494	12	-98%
Not Specified	94	427	354%
KOREA	8,299	9,575	15%
Seoul	3,980	5,407	36%
Pusan	834	794	-5%
Taegu	283	319	13%
Inchon	461	46	-90%
Others	2,542	2,680	5%
Not Specified	199	329	65%
CHINA/HONG KONG *	2,345	6,285	168%
GUAM	1,054	1,080	2%
UNITED STATES	568	652	15%
PHILIPPINES	95	44	-54%
RUSSIA	505	181	-64%
TAIWAN	2	10	400%
OTHER	172	206	20%

ARRIVALS BY MONTH	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	167,192	144,703	-13%
October	29,176	19,992	-31%
November	30,967	22,446	-28%
December	33,523	29,554	-12%
January	38,490	35,318	-8%
February	35,036	37,393	7%
March	32,250		
April	27,288		
May	23,680		
June	21,458		
July	29,700		
August	35,890		
September	31,291		
YEAR TOTAL	368,749	144,703	-----

Source: CNMI Customs Declaration Form

† Revised

* Effective October 2006, arrivals from Hong Kong are included with China.

Sea Arrivals : Feb-10

Military Shp: USS Lassen - 320 crew (Feb 19-23)

Cruise Ship: none

VISITOR ARRIVALS TO ROTA - FEBRUARY 2010			
	<u>Feb-09</u>	<u>Feb-10</u>	% CHANGE
TOTAL ARRIVALS	956	457	-52%
ARRIVALS FROM GUAM	558	457	-18%
JAPAN	279	231	-17%
KOREA	6	28	367%
CHINA/HONG KONG *	0	1	-----
GUAM	213	151	-29%
UNITED STATES	47	25	-47%
PHILIPPINES	5	1	-80%
RUSSIA	1	0	-----
TAIWAN	0	0	-----
OTHER	7	20	186%
INTERISLAND ARRIVALS	398	0	-100%
JAPAN	137	<i>Not Available</i>	-100%
KOREA	38		-100%
CHINA/HONG KONG *	0		-----
UNITED STATES (INCLUDING GUAM)	143		-100%
PHILIPPINES	55		-100%
OTHER	25		-100%
ARRIVALS BY MONTH	FY 2009		FY 2010
TOTAL TO DATE	4,612	3,189	-31%
October	796	852	7%
November	1,095	881	-20%
December	1,004	601	-40%
January	761	398	-48%
February	956	457	-52%
March	1,088		
April	901		
May	741		
June	680		
July	596		
August	1,634		
September	841		
YEAR TOTAL	11,093	3,189	-----

Source: Department of Labor and Immigration (Rota)

NOTE: Rota and Tinian reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands. Interisland arrivals include passengers who came to Tinian and Rota via Saipan.

* Effective October 2006, arrivals from Hong Kong are included with China.

VISITOR ARRIVALS TO TINIAN - FEBRUARY 2010

	<u>Feb-09</u>	<u>Feb-10</u>	% CHANGE
TOTAL ARRIVALS	3,460	4,708	36%
ARRIVALS FROM GUAM	0	0	-----
JAPAN	0		-----
KOREA	0		-----
CHINA/HONG KONG *	0		-----
GUAM	0		-----
UNITED STATES	0		-----
PHILIPPINES	0		-----
RUSSIA	0		-----
TAIWAN	0		-----
OTHER	0		-----
INTERISLAND ARRIVALS			
OVERNIGHT VISITORS:	3,269	4,674	43%
JAPAN	652	223	-66%
KOREA	187	248	33%
CHINA/HONG KONG *	1,715	3,966	131%
GUAM	25	32	28%
UNITED STATES	22	13	-41%
PHILIPPINES	0	0	-----
TAIWAN	0	0	-----
SAIPAN	668	186	-72%
OTHER	0	6	-----
DAY VISITORS:	191	34	-82%
ARRIVALS BY MONTH			
	FY 2009	FY 2010	% CHANGE
TOTAL TO DATE	16,511	17,231	4%
October	3,154	3,759	19%
November	2,598	3,210 r	24%
December	2,896	2,128	-27%
January	4,403	3,426	-22%
February	3,460	4,708	36%
March	2,688		
April	2,480		
May	2,258		
June	1,029		
July	2,785 r		
August	3,900 r		
<u>September</u>	<u>2,976</u>		
YEAR TOTAL	34,627	17,231	-----

Source: Department of Labor and Immigration (Tinian) & Division of Statistics (Tinian)

NOTE: Tinian and Rota reflect only those passengers who traveled directly from Guam and whose initial point of entry are those islands. Interisland arrivals include passengers who came to Tinian and Rota via Saipan.

* Effective October 2006, arrivals from Hong Kong are included with China.



Visitors Profile by Country (Saipan only)

FEBRUARY	TOTAL				JAPAN				KOREA				CHINA/HONG KONG *				GUAM				OTHERS			
	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE
MODE OF ARRIVAL	35,036	37,393	100.00%	6.73%	21,996	19,040	100.00%	-13.44%	8,299	9,575	100.00%	15.38%	2,345	6,285	100.00%	168.02%	1,054	1,080	100.00%	2.47%	1,342	1,413	100.00%	5.29%
Air	34,805	37,073	99.14%	6.52%	21,765	19,040	100.00%	-12.52%	8,299	9,575	100.00%	15.38%	2,345	6,285	100.00%	168.02%	1,054	1,080	100.00%	2.47%	1,342	1,093	77.35%	-18.55%
Sea	231	320	0.86%	38.53%	231	0	0.00%	-100.00%	0	0	0.00%	----	0	0	0.00%	----	0	0	0.00%	----	0	320	22.65%	----
GENDER	34,805	37,073	100.00%	6.52%	21,765	19,040	100.00%	-12.52%	8,299	9,575	100.00%	15.38%	2,345	6,285	100.00%	168.02%	1,054	1,080	100.00%	2.47%	1,342	1,093	100.00%	-18.55%
Male	18,294	18,984	51.21%	3.77%	11,851	10,071	52.89%	-15.02%	3,852	4,619	48.24%	19.91%	1,155	2,926	46.56%	153.33%	675	704	65.19%	4.30%	761	664	60.75%	-12.75%
Female	16,500	18,077	48.76%	9.56%	9,912	8,962	47.07%	-9.58%	4,439	4,951	51.71%	11.53%	1,190	3,359	53.44%	182.27%	378	376	34.81%	-0.53%	581	429	39.25%	-26.16%
Not Stated	11	12	0.03%	9.09%	2	7	0.04%	250.00%	8	5	0.05%	-37.50%	0	0	0.00%	----	1	0	0.00%	----	0	0	0.00%	----
AGE GROUP (YEARS)	34,805	37,073	100.00%	6.52%	21,765	19,040	100.00%	-12.52%	8,299	9,575	100.00%	15.38%	2,345	6,285	100.00%	168.02%	1,054	1,080	100.00%	2.47%	1,342	1,093	100.00%	-18.55%
Under 10	5	118	0.32%	2260.00%	0	3	0.02%	----	5	112	1.17%	2140.00%	0	3	0.05%	----	0	0	0.00%	----	0	0	0.00%	----
Under 13	3,232	3,730	10.06%	15.41%	1,093	936	4.92%	-14.36%	1,760	1,981	20.69%	12.56%	149	689	10.96%	362.42%	73	51	4.72%	-30.14%	157	73	6.68%	-53.50%
10-17	0	14	0.04%	#DIV/0!	0	0	0.00%	----	0	13	0.14%	----	0	1	0.02%	----	0	0	0.00%	----	0	0	0.00%	----
13-15	288	602	1.62%	109.03%	57	77	0.40%	35.09%	176	275	2.87%	56.25%	23	224	3.56%	873.91%	19	15	1.39%	-21.05%	13	11	1.01%	-15.38%
16-19	743	926	2.50%	24.63%	536	498	2.62%	-7.09%	123	161	1.68%	30.89%	53	214	3.40%	303.77%	13	29	2.69%	123.08%	18	24	2.20%	33.33%
18-19	2	8	0.02%	300.00%	1	1	0.01%	0.00%	1	6	0.06%	500.00%	0	1	0.02%	----	0	0	0.00%	----	0	0	0.00%	----
20-24	5,241	5,324	14.36%	1.58%	4,806	4,744	24.92%	-1.29%	183	173	1.81%	-5.46%	144	293	4.66%	103.47%	56	58	5.37%	3.57%	52	56	5.12%	7.69%
25-29	3,981	3,534	9.53%	-11.23%	2,508	2,240	11.76%	-10.69%	890	553	5.78%	-37.87%	402	583	9.28%	45.02%	68	68	6.30%	0.00%	113	90	8.23%	-20.35%
30-34	4,263	3,880	10.47%	-8.98%	2,223	1,896	9.96%	-14.71%	1,476	1,182	12.34%	-19.92%	316	626	9.96%	98.10%	106	77	7.13%	-27.36%	142	99	9.06%	-30.28%
35-39	4,062	4,317	11.64%	6.28%	1,990	1,665	8.74%	-16.33%	1,441	1,511	15.78%	4.86%	309	921	14.65%	198.06%	153	122	11.30%	-20.26%	169	98	8.97%	-42.01%
40-44	2,849	3,676	9.92%	29.03%	1,511	1,290	6.78%	-14.63%	769	1,217	12.71%	58.26%	284	919	14.62%	223.59%	124	133	12.31%	7.26%	161	117	10.70%	-27.33%
45-49	2,226	2,828	7.63%	27.04%	1,299	1,072	5.63%	-17.47%	366	684	7.14%	86.89%	276	778	12.38%	181.88%	130	167	15.46%	28.46%	155	127	11.62%	-18.06%
50-54	1,915	2,103	5.67%	9.82%	1,196	930	4.88%	-22.24%	292	548	5.72%	87.67%	193	389	6.19%	101.55%	111	127	11.76%	14.41%	123	109	9.97%	-11.38%
55-59	2,088	1,976	5.33%	-5.36%	1,521	1,079	5.67%	-29.06%	259	424	4.43%	63.71%	104	260	4.14%	150.00%	105	104	9.63%	-0.95%	99	109	9.97%	10.10%
60 & Over	3,897	4,027	10.86%	3.34%	3,017	2,604	13.68%	-13.69%	552	732	7.64%	32.61%	92	382	6.08%	315.22%	96	129	11.94%	34.38%	140	180	16.47%	28.57%
Not Stated	13	10	0.03%	-23.08%	7	5	0.03%	-28.57%	6	3	0.03%	-50.00%	0	2	0.03%	----	0	0	0.00%	----	0	0	0.00%	----
PURPOSE OF VISIT	25,181	27,274	100.00%	8.31%	17,488	15,426	100.00%	-11.79%	3,640	4,132	100.00%	13.52%	2,301	6,017	100.00%	161.50%	850	871	100.00%	2.47%	902	828	100.00%	-8.20%
Pleasure	23,906	26,142	95.85%	9.35%	17,253	15,317	99.29%	-11.22%	3,531	4,045	97.89%	14.56%	2,260	5,998	98.68%	165.40%	320	337	38.69%	5.31%	542	445	53.74%	-17.90%
Business	989	939	3.44%	-5.06%	141	69	0.45%	-51.06%	73	75	1.82%	2.74%	28	15	0.25%	-46.43%	449	451	51.78%	0.45%	298	329	39.73%	10.40%
Other	286	193	0.71%	-32.52%	94	40	0.26%	-57.45%	36	12	0.29%	-66.67%	13	4	0.07%	-69.23%	81	83	9.53%	2.47%	62	54	6.52%	-12.90%
FREQUENCY OF VISIT	25,181	27,274	100.00%	8.31%	17,488	15,426	100.00%	-11.79%	3,640	4,132	100.00%	13.52%	2,301	6,017	100.00%	161.50%	850	871	100.00%	2.47%	902	828	100.00%	-8.20%
First Visit	14,734	16,711	61.27%	13.42%	9,467	8,127	52.68%	-14.15%	2,737	2,772	67.09%	1.28%	2,061	5,404	89.81%	162.20%	56	59	6.77%	5.36%	413	349	42.15%	-15.50%
Revisit	8,094	7,755	28.43%	-4.19%	6,420	5,685	36.85%	-11.45%	720	1,037	25.10%	44.03%	53	82	1.36%	54.72%	569	609	69.92%	7.03%	332	342	41.30%	3.01%
Not Stated	2,353	2,808	10.30%	19.34%	1,601	1,614	10.46%	0.81%	183	323	7.82%	76.50%	187	531	8.82%	183.96%	225	203	23.31%	-9.78%	157	137	16.55%	-12.74%
TRAVEL ARRANGEMENT	25,181	27,274	100.00%	8.31%	17,488	15,426	100.00%	-11.79%	3,640	4,132	100.00%	13.52%	2,301	6,017	100.00%	161.50%	850	871	100.00%	2.47%	902	828	100.00%	-8.20%
Individual Arranged	4,386	3,762	13.79%	-14.23%	1,860	1,682	10.90%	-9.57%	1,618	1,151	27.86%	-28.86%	72	95	1.58%	31.94%	404	440	50.52%	8.91%	432	394	47.58%	-8.80%
Packaged Tour	12,968	16,252	59.59%	25.32%	9,586	9,073	58.82%	-5.35%	1,344	2,124	51.40%	58.04%	1,921	4,962	82.47%	158.30%	12	12	1.38%	0.00%	105	81	9.78%	-22.86%
Business Trip	2,326	1,824	6.69%	-21.58%	1,795	1,229	7.97%	-31.53%	165	210	5.08%	27.27%	10	24	0.40%	140.00%	209	198	22.73%	-5.26%	147	163	19.69%	10.88%
Group Tour	3,364	3,529	12.94%	4.90%	2,938	2,448	15.87%	-16.68%	336	462	11.18%	37.50%	58	567	9.42%	877.59%	4	19	2.18%	375.00%	28	33	3.99%	17.86%
Other	184	150	0.55%	-18.48%	68	46	0.30%	-32.35%	70	40	0.97%	-42.86%	4	4	0.07%	0.00%	21	29	3.33%	38.10%	21	31	3.74%	47.62%
Not Stated	1,953	1,757	6.44%	-10.04%	1,241	948	6.15%	-23.61%	107	145	3.51%	35.51%	236	365	6.07%	54.66%	200	173	19.86%	-13.50%	169	126	15.22%	-25.44%
TRAVEL COMPANION	22,265	21,689	-2.59%	-2.59%	15,502	11,188	-27.83%	-27.83%	3,431	3,645	6.24%	6.24%	2,100	5,617	167.48%	167.48%	558	600	7.53%	7.53%	674	639	-5.19%	-5.19%
Spouse	4,440	4,265	19.66%	-3.94%	2,154	1,702	15.21%	-20.98%	1,836	1,891	51.88%	3.00%	272	514	9.15%	88.97%	40	53	8.83%	32.50%	138	105	16.43%	-23.91%
Children	2,413	2,580	11.90%	6.92%	1,020	843	7.53%	-17.35%	1,168	1,328	36.43%	13.70%	72	314	5.59%	336.11%	37	40	6.67%	8.11%	116	55	8.61%	-52.59%
Parents/Grandparents	719	819	3.78%	13.91%	344	319	2.85%	-7.27%	283	273	7.49%	-3.53%	61	214	3.81%	250.82%	10	5	0.83%	-50.00%	21	8	1.25%	-61.90%
Other Family Members/relatives	964	975	4.50%	1.14%	522	480	4.29%	-8.05%	339	337	9.25%	-0.59%	26	77	1.37%									

Visitors Profile by Country (Saipan only)

FEBRUARY	TOTAL				JAPAN				KOREA				CHINA/HK *				GUAM				OTHERS			
	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE	Feb-09	Feb-10	% SHARE	% CHGE
TRAVEL PLANS	23,201	25,570		10.21%	16,350	14,539		-11.08%	3,346	3,977		18.86%	2,090	5,637		169.71%	664	707		6.48%	751	710		-5.46%
Pleasure	17,190	20,238	79.15%	17.73%	11,632	10,625	73.08%	-8.66%	2,933	3,463	87.08%	18.07%	2,014	5,579	98.97%	177.01%	185	207	29.28%	11.89%	426	364	51.27%	-14.55%
Business	863	810	3.17%	-6.14%	185	92	0.63%	-50.27%	52	48	1.21%	-7.69%	23	29	0.51%	26.09%	361	356	50.35%	-1.39%	242	285	40.14%	17.77%
Golf	3,576	3,595	14.06%	0.53%	3,273	2,771	19.06%	-15.34%	226	723	18.18%	219.91%	23	34	0.60%	47.83%	24	30	4.24%	25.00%	30	37	5.21%	23.33%
Dive	3,056	2,885	11.28%	-5.60%	2,879	2,652	18.24%	-7.88%	70	137	3.44%	95.71%	21	37	0.68%	76.19%	22	6	0.85%	-72.73%	64	53	7.46%	-17.19%
Convention	77	39	0.15%	-49.35%	53	10	0.07%	-81.13%	7	13	0.33%	85.71%	0	1	0.02%	----	8	7	0.99%	-12.50%	9	8	1.13%	-11.11%
Company Trip	1,606	1,035	4.05%	-35.55%	1,519	970	6.67%	-36.14%	42	37	0.93%	-11.90%	7	1	0.02%	-85.71%	19	17	2.40%	-10.53%	19	10	1.41%	-47.37%
Honeymoon	494	282	1.10%	-42.91%	170	133	0.91%	-21.76%	277	110	2.77%	-60.29%	44	36	0.64%	-18.18%	0	1	0.14%	----	3	2	0.28%	-33.33%
Get Married	180	121	0.47%	-32.78%	168	114	0.78%	-32.14%	8	1	0.03%	-87.50%	0	1	0.02%	----	3	1	0.14%	-66.67%	1	4	0.56%	300.00%
Memorial Service	59	62	0.24%	5.08%	22	34	0.23%	54.55%	9	1	0.03%	-88.89%	0	1	0.02%	----	22	16	2.26%	-27.27%	6	10	1.41%	66.67%
Visit Friends	451	484	1.89%	7.32%	143	158	1.09%	10.49%	52	55	1.38%	5.77%	9	14	0.25%	55.56%	128	133	18.81%	3.91%	119	124	17.46%	4.20%
Sports	199	219	0.86%	10.05%	155	153	1.05%	-1.29%	23	20	0.50%	-13.04%	2	5	0.09%	150.00%	8	28	3.96%	250.00%	11	13	1.83%	18.18%
Other	553	433	1.69%	-21.70%	451	296	2.04%	-34.37%	24	24	0.60%	0.00%	8	15	0.27%	87.50%	28	51	7.21%	82.14%	42	47	6.62%	11.90%
Not Stated	1,980	1,704	6.66%	-13.94%	1,138	887	6.10%	-22.06%	294	155	3.90%	-47.28%	211	380	6.74%	80.09%	186	164	23.20%	-11.83%	151	118	16.62%	-21.85%
TRAVEL MOTIVATION	22,862	25,075		9.68%	15,935	14,241		-10.63%	3,514	3,863		9.93%	2,089	5,631		169.55%	612	652		6.54%	712	688		-3.37%
Newspaper	193	214	0.85%	10.88%	126	100	0.70%	-20.63%	36	68	1.76%	88.89%	22	42	0.75%	90.91%	4	1	0.15%	-75.00%	5	3	0.44%	-40.00%
Magazine	688	1,089	4.34%	58.28%	425	395	2.77%	-7.06%	33	43	1.11%	30.30%	219	644	11.44%	194.06%	4	1	0.15%	-75.00%	7	6	0.87%	-14.29%
Travel Agent	7,999	10,064	40.14%	25.82%	4,327	3,620	25.42%	-16.34%	1,919	1,881	48.69%	-1.98%	1,617	4,471	79.40%	176.50%	20	27	4.14%	35.00%	116	65	9.45%	-43.97%
Climate	3,933	3,702	14.76%	-5.87%	3,621	3,178	22.32%	-12.23%	171	344	8.90%	101.17%	68	125	2.22%	83.82%	10	4	0.61%	-60.00%	63	51	7.41%	-19.05%
Price	2,542	2,207	8.80%	-13.18%	2,465	2,155	15.13%	-12.58%	44	26	0.67%	-40.91%	6	8	0.14%	33.33%	13	9	1.38%	-30.77%	14	9	1.31%	-35.71%
Short	2,919	2,489	9.93%	-14.73%	2,686	2,180	15.31%	-18.84%	171	249	6.45%	45.61%	12	12	0.21%	0.00%	31	22	3.37%	-29.03%	19	26	3.78%	36.84%
Reading	83	273	1.09%	228.92%	49	53	0.37%	8.16%	18	199	5.15%	1005.56%	0	4	0.07%	----	3	1	0.15%	-66.67%	13	16	2.33%	23.08%
Flyer	1,291	965	3.85%	-25.25%	1,143	821	5.77%	-28.17%	119	117	3.03%	-1.68%	2	3	0.05%	50.00%	3	3	0.46%	0.00%	24	21	3.05%	-12.50%
Friends / Relatives	4,203	4,186	16.69%	-0.40%	3,314	3,164	22.22%	-4.53%	417	428	11.08%	2.64%	96	182	3.23%	89.58%	176	227	34.82%	28.98%	200	185	26.89%	-7.50%
TV / Radio	136	128	0.51%	-5.88%	88	74	0.52%	-15.91%	35	34	0.88%	-2.86%	6	15	0.27%	150.00%	2	0	0.00%	-100.00%	5	5	0.73%	0.00%
Prior Trip	3,172	3,005	11.98%	-5.26%	2,724	2,436	17.11%	-10.57%	275	377	9.76%	37.09%	11	24	0.43%	118.18%	86	90	13.80%	4.65%	76	78	11.34%	2.63%
Other	2,196	2,031	8.10%	-7.51%	1,410	1,132	7.95%	-19.72%	185	217	5.62%	17.30%	21	44	0.78%	109.52%	333	336	51.53%	0.90%	247	302	43.90%	22.27%
Web	2,718	2,938	11.72%	8.09%	1,801	1,938	13.61%	7.61%	734	693	17.94%	-5.59%	92	236	4.19%	156.52%	13	17	2.61%	30.77%	78	54	7.85%	-30.77%
Not Stated	2,318	2,199	8.77%	-5.17%	1,553	1,185	8.32%	-23.70%	126	269	6.96%	113.49%	212	386	6.85%	82.08%	238	219	33.59%	-7.98%	190	140	20.35%	-26.32%
OCCUPATION	25,181	37,073		100.00%	17,488	19,040		100.00%	3,640	9,575		100.00%	2,301	6,285		100.00%	850	1,080		100.00%	902	1,093		100.00%
Leg & Manager	2,646	3,287	8.87%	24.23%	2,315	2,474	12.99%	6.87%	88	478	4.99%	443.18%	60	145	2.31%	141.67%	106	123	11.39%	16.04%	77	67	6.13%	-12.99%
Professional	3,431	7,746	20.89%	125.77%	929	1,051	5.52%	13.13%	861	2,567	26.81%	198.14%	1,201	3,578	56.93%	197.92%	189	196	18.15%	3.70%	251	354	32.39%	41.04%
Technicians	1,153	1,480	3.99%	28.36%	680	674	3.54%	-0.88%	292	579	6.05%	98.29%	59	114	1.81%	93.22%	64	74	6.85%	15.63%	58	39	3.57%	-32.76%
Clerk	6,132	9,698	26.16%	58.15%	4,738	5,709	29.98%	20.49%	921	2,591	27.06%	181.32%	433	1,326	21.10%	206.24%	14	40	3.70%	185.71%	26	32	2.93%	23.08%
Service	2,069	2,762	7.45%	33.49%	1,658	1,587	8.34%	-4.28%	361	1,068	11.15%	195.84%	21	39	0.62%	85.71%	14	46	4.26%	228.57%	15	22	2.01%	46.67%
Skilled	174	166	0.45%	-4.60%	159	141	0.74%	-11.32%	12	20	0.21%	66.67%	1	3	0.05%	200.00%	1	1	0.09%	0.00%	1	1	0.09%	0.00%
Craftsman	26	42	0.11%	61.54%	4	6	0.03%	50.00%	2	9	0.09%	350.00%	2	5	0.08%	150.00%	10	3	0.28%	-70.00%	8	19	1.74%	137.50%
Plant Operator	154	154	0.42%	0.00%	101	106	0.56%	4.95%	39	35	0.37%	-10.26%	3	7	0.11%	-22.22%	2	3	0.28%	50.00%	3	3	0.27%	0.00%
Entry Level	113	53	0.14%	-53.10%	11	4	0.02%	-63.64%	87	39	0.41%	-55.17%	3	5	0.08%	66.67%	7	3	0.28%	-57.14%	5	2	0.18%	-60.00%
Armed Forces	106	112	0.30%	5.66%	8	12	0.06%	50.00%	11	13	0.14%	18.18%	0	0	0.00%	----	44	51	4.72%	15.91%	43	36	3.29%	-16.28%
Homemaker	1,055	1,747	4.71%	65.59%	645	753	3.95%	16.74%	361	885	9.24%	145.15%	8	37	0.59%	362.50%	17	40	3.70%	135.29%	17	42	2.93%	33.33%
Students	4,003	4,656	12.56%	16.31%	3,664	3,873	20.34%	5.70%	165	245	2.56%	48.48%	139	464	7.38%	233.81%	18	33	3.06%	83.33%	17	41	3.75%	141.18%
Retirees	762	1,102	2.97%	44.62%	586	730	3.83%	24.57%	84	165	1.72%	96.43%	40	86	1.37%	115.00%	18	44	4.07%	144.44%	34	77	7.04%	126.47%
Other	537	740	2.00%	37.80%	244	242	1.27%	-0.82%	149	262	2.74%	75.84%	21	78	1.24%	271.43%	55	78	7.22%	41.82%	68	80	7.32%	17.65%
Not Stated	2,820	3,328	8.98%	18.01%	1,746	1,678	8.81%	-3.89%	207	619	6.46%	199.03%	304	398	6.33%	30.92%	291	345	31.94%	18.56%	272	288	26.35%	5.88%
LENGTH OF STAY (NIGHTS)	125,206	131,833		5.29%	73,891	63,942		-13.46%	32,228	37,317		15.79%	8,476	22,482		165.24%	2,173	2,103		-3.22%	8,438	5,989		-29.02%
Avg. Length of Stay (Nights)	3.60	3.56			3.99	3.36			3.88	3.90			3.61	3.58			2.06	1.95			6.29	5.48		

* Effective October 2006, arrivals from Hong Kong are included with China



JAPAN VISITORS PROFILE

Feb-10

FEBRUARY	2009		2010		2009		2010		2009		2010		2009		2010		
	Male	Male	% Chge	% Share	% Share	Female	Female	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL	TOTAL	% Chge	% Share	% Share
AGE/SEX	Number	Number				Number	Number						Number	Number			
Under 10	576	2	----	4.86%	0.02%	517	1	-99.81%	5.22%	0.01%	0	0	1,093	3	-99.73%	5.02%	0.02%
Under 13	31	482	1454.84%	0.26%	4.79%	26	451	1634.62%	0.26%	5.03%	0	3	57	936	1542.11%	0.26%	4.92%
10-17	0	0	----	0.00%	0.00%	0	0	----	0.00%	0.00%	0	0	0	0	----	0.00%	0.00%
13-15	0	33	----	0.00%	0.33%	0	43	----	0.00%	0.48%	0	1	0	77	----	0.00%	0.40%
16-19	214	231	7.94%	1.81%	2.29%	322	267	-17.08%	3.25%	2.98%	0	0	536	498	-7.09%	2.46%	2.62%
18-19	1	0	-100.00%	0.01%	0.00%	0	1	----	0.00%	0.01%	0	0	1	1	0.00%	0.00%	0.01%
20-24	1,944	1,863	-4.17%	16.40%	18.50%	2,862	2,881	0.66%	28.87%	32.15%	0	0	4,806	4,744	-1.29%	22.08%	24.92%
25-29	1,057	866	-18.07%	8.92%	8.60%	1,451	1,374	-5.31%	14.64%	15.33%	0	0	2,508	2,240	-10.69%	11.52%	11.76%
30-34	1,121	966	-13.83%	9.46%	9.59%	1,102	930	-15.61%	11.12%	10.38%	0	0	2,223	1,896	-14.71%	10.21%	9.96%
35-39	1,163	972	-16.42%	9.81%	9.65%	827	693	-16.20%	8.34%	7.73%	0	0	1,990	1,665	-16.33%	9.14%	8.74%
40-44	988	815	-17.51%	8.34%	8.09%	523	475	-9.18%	5.28%	5.30%	0	0	1,511	1,290	-14.63%	6.94%	6.78%
45-49	852	717	-15.85%	7.19%	7.12%	447	354	-20.81%	4.51%	3.95%	0	1	1,299	1,072	-17.47%	5.97%	5.63%
50-54	777	603	-22.39%	6.56%	5.99%	419	327	-21.96%	4.23%	3.65%	0	0	1,196	930	-22.24%	5.50%	4.88%
55-59	985	694	-29.54%	8.31%	6.89%	536	384	-28.36%	5.41%	4.28%	0	1	1,521	1,079	-29.06%	6.99%	5.67%
60 and Over	2,140	1,825	-14.72%	18.06%	18.12%	877	779	-11.17%	8.85%	8.69%	0	0	3,017	2,604	-13.69%	13.86%	13.68%
Not Stated	2	2	0.00%	0.02%	0.02%	3	2	-33.33%	0.03%	0.02%	2	1	7	5	-28.57%	0.03%	0.03%
Total	11,851	10,071	-15.02%	100.00%	100.00%	9,912	8,962	-9.58%	100.00%	100.00%	2	7	21,765	19,040	-12.52%	100.00%	100.00%

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	9,467	8,127	-14.15%	54.13%	52.68%	Spouse	1,702	15.21%			
Revisit	6,420	5,685	-11.45%	36.71%	36.85%	Children	843	7.53%			
Not Stated	1,601	1,614	0.81%	9.15%	10.46%	Parents/Grandparents	319	2.85%			
						Other Family Members	480	4.29%			
						Business Associates	1,975	17.65%			
						Friends	8,411	75.18%			
						Tour Group	1,119	10.00%			
						Alone	624	5.58%			
						# of respondents	11,188				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share	% Share	
Pleasure	11,632	10,625	-8.66%	68.11%	71.31%	Internet	1,801	1,938	7.61%	10.68%	13.22%		
Business	185	92	-50.27%	1.08%	0.62%	Newspaper	126	100	-20.63%	0.75%	0.68%		
Golf	3,273	2,771	-15.34%	19.16%	18.60%	Magazines	425	395	-7.06%	2.52%	2.69%		
Diving	2,879	2,652	-7.88%	16.86%	17.80%	Travel Agents	4,327	3,620	-16.34%	25.65%	24.68%		
Attend Conf & Conv	53	10	-81.13%	0.31%	0.07%	Climate	3,621	3,178	-12.23%	21.46%	21.67%		
Company Trip	1,519	970	-36.14%	8.89%	6.51%	Price	2,465	2,155	-12.58%	14.61%	14.69%		
Honeymoon	170	133	-21.76%	1.00%	0.89%	Short flight Time	2,686	2,180	-18.84%	15.92%	14.87%		
Getting Married	168	114	-32.14%	0.98%	0.77%	General Reading	49	53	8.16%	0.29%	0.36%		
Memorial Service	22	34	54.55%	0.13%	0.23%	Flyer/Poster	1,143	821	-28.17%	6.77%	5.60%		
VFR	143	158	10.49%	0.84%	1.06%	Friends/Relatives	3,314	3,164	-4.53%	19.64%	21.58%		
Attend Sport Events	155	153	-1.29%	0.91%	1.03%	TV/Radio	88	74	-15.91%	0.52%	0.50%		
Others	451	296	-34.37%	2.64%	1.99%	Previous Trip	2,724	2,436	-10.57%	16.15%	16.61%		
						Others	1,410	1,132	-19.72%	8.36%	7.72%		

OCCUPATION	2009		2010		2009		2010		OCCUPATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	2,315	2,474	6.87%	13.24%	16.04%	Entry Level	11	4	-63.64%	0.06%	0.03%		
Professional	929	1,051	13.13%	5.31%	6.81%	Armed Forces	8	12	50.00%	0.05%	0.08%		
Technicians	680	674	-0.88%	3.89%	4.37%	Homemakers	645	753	16.74%	3.69%	4.88%		
Clerk	4,738	5,709	20.49%	27.09%	37.01%	Students	3,664	3,873	5.70%	20.95%	25.11%		
Service Workers	1,658	1,587	-4.28%	9.48%	10.29%	Retirees	586	730	24.57%	3.35%	4.73%		
Skilled Workers	159	141	-11.32%	0.91%	0.91%	Others	244	242	-0.82%	1.40%	1.57%		
Craft and related trades worker	4	6	50.00%	0.02%	0.04%	Not Stated	1,746	1,678	-3.89%	9.98%	10.88%		
Operators and Assemblers	101	106	4.95%	0.58%	0.69%								



KOREA VISITORS PROFILE

Feb-10

FEBRUARY	2009		2010		2009		2010		2009		2010		2009		2010		2009		2010	
	Male	Male				Female	Female				Not Stated	Not Stated	TOTAL	TOTAL						
AGE/SEX	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge	% Share	% Share	Number	Number	Number	Number	% Chge	% Share	% Share	% Share	% Share	
Under 10	0	58	-----	0.00%	1.26%	3	54	1700.00%	0.07%	1.09%	2	0	5	112	2140.00%	0.06%	1.17%			
Under 13	886	1,003	13.21%	23.00%	21.71%	873	975	11.68%	19.67%	19.69%	1	3	1,760	1,981	12.56%	21.21%	20.69%			
10-17	0	8	-----	0.00%	0.17%	0	5	-----	0.00%	0.10%	0	0	0	13	-----	0.00%	0.14%			
13-15	82	124	51.22%	2.13%	2.68%	94	151	60.64%	2.12%	3.05%	0	0	176	275	56.25%	2.12%	2.87%			
16-19	48	73	52.08%	1.25%	1.58%	75	88	17.33%	1.69%	1.78%	0	0	123	161	30.89%	1.48%	1.68%			
18-19	1	3	200.00%	0.03%	0.06%	0	3	-----	0.00%	0.06%	0	0	1	6	500.00%	0.01%	0.06%			
20-24	56	51	-8.93%	1.45%	1.10%	127	122	-3.94%	2.86%	2.46%	0	0	183	173	-5.46%	2.21%	1.81%			
25-29	262	172	-34.35%	6.80%	3.72%	628	380	-39.49%	14.15%	7.68%	0	1	890	553	-37.87%	10.72%	5.78%			
30-34	648	456	-29.63%	16.82%	9.87%	828	726	-12.32%	18.65%	14.66%	0	0	1,476	1,182	-19.92%	17.79%	12.34%			
35-39	691	710	2.75%	17.94%	15.37%	750	801	6.80%	16.90%	16.18%	0	0	1,441	1,511	4.86%	17.36%	15.78%			
40-44	445	690	55.06%	11.55%	14.94%	324	526	62.35%	7.30%	10.62%	0	1	769	1,217	58.26%	9.27%	12.71%			
45-49	206	389	88.83%	5.35%	8.42%	160	295	84.38%	3.60%	5.96%	0	0	366	684	86.89%	4.41%	7.14%			
50-54	153	294	92.16%	3.97%	6.37%	139	254	82.73%	3.13%	5.13%	0	0	292	548	87.67%	3.52%	5.72%			
55-59	109	213	95.41%	2.83%	4.61%	150	211	40.67%	3.38%	4.26%	0	0	259	424	63.71%	3.12%	4.43%			
60 and Over	264	373	41.29%	6.85%	8.08%	284	359	26.41%	6.40%	7.25%	4	0	552	732	32.61%	6.65%	7.64%			
Not Stated	1	2	100.00%	0.03%	0.04%	4	1	-75.00%	0.09%	0.02%	1	0	6	3	-50.00%	0.07%	0.03%			
Total	3,852	4,619	19.91%	100.00%	100.00%	4,439	4,951	11.53%	100.00%	100.00%	8	5	8,299	9,575	15.38%	100.00%	100.00%			

FREQUENCY OF VISIT	2009		2010		2009		2010		TRAVEL COMPANION	2010	
	Number	Number	% Chge	% Share	% Share	Number	% Share	Number		% Share	
First Visit	2,737	2,772	1.28%	75.19%	67.09%	Spouse	1,891	51.88%			
Revisit	720	1,037	44.03%	19.78%	25.10%	Children	1,328	36.43%			
Not Stated	183	323	76.50%	5.03%	7.82%	Parents/Grandparents	273	7.49%			
						Other Family Members	337	9.25%			
						Business Associates	365	10.01%			
						Friends	631	17.31%			
						Tour Group	324	8.89%			
						Alone	170	4.66%			
						# of respondents	3,645				

TRAVEL PLANS	2009		2010		2009		2010		TRAVEL MOTIVATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Pleasure	11,632	10,625	-8.66%	360.01%	294.73%	Internet	734	693	-5.59%	24.28%	20.56%		
Business	185	92	-50.27%	5.73%	2.55%	Newspaper	36	68	88.89%	1.19%	2.02%		
Golf	3,273	2,771	-15.34%	101.30%	76.87%	Magazines	33	43	30.30%	1.09%	1.28%		
Diving	2,879	2,652	-7.88%	89.11%	73.56%	Travel Agents	1,919	1,881	-1.98%	63.48%	55.80%		
Attend Conf & Conv	53	10	-81.13%	1.64%	0.28%	Climate	171	344	101.17%	5.66%	10.20%		
Company Trip	1,519	970	-36.14%	47.01%	26.91%	Price	44	26	-40.91%	1.46%	0.77%		
Honeymoon	170	133	-21.76%	5.26%	3.69%	Short flight Time	171	249	45.61%	5.66%	7.39%		
Getting Married	168	114	-32.14%	5.20%	3.16%	General Reading	18	199	1005.56%	0.60%	5.90%		
Memorial Service	22	34	54.55%	0.68%	0.94%	Flyer/Poster	119	117	-1.68%	3.94%	3.47%		
VFR	143	158	10.49%	4.43%	4.38%	Friends/Relatives	417	428	2.64%	13.79%	12.70%		
Attend Sport Events	155	153	-1.29%	4.80%	4.24%	TV/Radio	35	34	-2.86%	1.16%	1.01%		
Others	451	296	-34.37%	13.96%	8.21%	Previous Trip	275	377	37.09%	9.10%	11.18%		
						Others	185	217	17.30%	6.12%	6.44%		

OCCUPATION	2009		2010		2009		2010		OCCUPATION	2009		2010	
	Number	Number	% Chge	% Share	% Share	Number	Number	% Chge		% Share	% Share		
Legislators, and managers	88	478	443.18%	2.42%	11.57%	Entry Level	87	39	-55.17%	2.39%	0.94%		
Professional	861	2,567	198.14%	23.65%	62.12%	Armed Forces	11	13	18.18%	0.30%	0.31%		
Technicians	292	579	98.29%	8.02%	14.01%	Homemakers	361	885	145.15%	9.92%	21.42%		
Clerk	921	2,591	181.32%	25.30%	62.71%	Students	165	245	48.48%	4.53%	5.93%		
Service Workers	361	1,068	195.84%	9.92%	25.85%	Retirees	84	165	96.43%	2.31%	3.99%		
Skilled Workers	12	20	66.67%	0.33%	0.48%	Others	149	262	75.84%	4.09%	6.34%		
Craft and related trades worker	2	9	350.00%	0.05%	0.22%	Not Stated	207	619	199.03%	5.69%	14.98%		
Operators and Assemblers	39	35	-10.26%	1.07%	0.85%								



CHINA/Hong Kong VISITORS PROFILE

Feb-10

FEBRUARY	2009		2010		2009		2010		2009		2010		2009		2010		
AGE/SEX	Male Number	Male Number	% Chge	% Share	% Share	Female Number	Female Number	% Chge	% Share	% Share	Not Stated	Not Stated	TOTAL Number	TOTAL Number	% Chge	% Share	% Share
Under 10	0	1	----	0.00%	0.03%	0	2	----	0.00%	0.06%	0	0	0	3	----	0.00%	0.05%
Under 13	76	355	367.11%	6.58%	12.13%	73	334	357.53%	6.13%	9.94%	0	0	149	689	362.42%	6.35%	10.96%
10-17	0	0	----	0.00%	0.00%	0	1	----	0.00%	0.03%	0	0	0	1	----	0.00%	0.02%
13-15	12	110	816.67%	1.04%	3.76%	11	114	936.36%	0.92%	3.39%	0	0	23	224	873.91%	0.98%	3.56%
16-19	28	95	239.29%	2.42%	3.25%	25	119	376.00%	2.10%	3.54%	0	0	53	214	303.77%	2.26%	3.40%
18-19	0	1	----	0.00%	0.03%	0	0	----	0.00%	0.00%	0	0	0	1	----	0.00%	0.02%
20-24	46	102	121.74%	3.98%	3.49%	98	191	94.90%	8.24%	5.69%	0	0	144	293	103.47%	6.14%	4.66%
25-29	165	202	22.42%	14.29%	6.90%	237	381	60.76%	19.92%	11.34%	0	0	402	583	45.02%	17.14%	9.28%
30-34	153	274	79.08%	13.25%	9.36%	163	352	115.95%	13.70%	10.48%	0	0	316	626	98.10%	13.48%	9.96%
35-39	149	405	171.81%	12.90%	13.84%	160	516	222.50%	13.45%	15.36%	0	0	309	921	198.06%	13.18%	14.65%
40-44	148	453	206.08%	12.81%	15.48%	136	466	242.65%	11.43%	13.87%	0	0	284	919	223.59%	12.11%	14.62%
45-49	153	420	174.51%	13.25%	14.35%	123	358	191.06%	10.34%	10.66%	0	0	276	778	181.88%	11.77%	12.38%
50-54	103	195	89.32%	8.92%	6.66%	90	194	115.56%	7.56%	5.78%	0	0	193	389	101.55%	8.23%	6.19%
55-59	70	136	94.29%	6.06%	4.65%	34	124	264.71%	2.86%	3.69%	0	0	104	260	150.00%	4.43%	4.14%
60 and Over	52	177	240.38%	4.50%	6.05%	40	205	412.50%	3.36%	6.10%	0	0	92	382	315.22%	3.92%	6.08%
Not Stated	0	0	#DIV/0!	0.00%	0.00%	0	2	----	0.00%	0.06%	0	0	0	2	#DIV/0!	0.00%	0.03%
Total	1,155	2,926	153.33%	100.00%	100.00%	1,190	3,359	182.27%	100.00%	100.00%	0	0	2,345	6,285	168.02%	100.00%	100.00%

FREQUENCY OF VISIT	2009 Number	2010 Number	% Chge	2009 % Share	2010 % Share	TRAVEL COMPANION	2010 Number	% Share
First Visit	2,061	5,404	162.20%	89.57%	89.81%	Spouse	514	9.15%
Revisit	53	82	54.72%	2.30%	1.36%	Children	314	5.59%
Not Stated	187	531	183.96%	8.13%	8.82%	Parents/Grandparents	214	3.81%
						Other Family Members	77	1.37%
						Business Associates	62	1.10%
						Friends	134	2.39%
						Tour Group	4,643	82.66%
						Alone	39	0.69%
						# of respondents	5,617	

TRAVEL PLANS	2009	2010	% Chge	2009 % Share	2010 % Share	TRAVEL MOTIVATION	2009	2010	% Chge	2009 % Share	2010 % Share
Pleasure	2,014	5,579	177.01%	106.45%	101.62%	Internet	92	236	156.52%	5.46%	4.49%
Business	23	29	26.09%	1.22%	0.53%	Newspaper	22	42	90.91%	1.31%	0.80%
Golf	23	34	47.83%	1.22%	0.62%	Magazines	219	644	194.06%	13.00%	12.25%
Diving	21	37	76.19%	1.11%	0.67%	Travel Agents	1,617	4,471	176.50%	96.02%	85.06%
Attend Conf & Conv	0	1	----	0.00%	0.02%	Climate	68	125	83.82%	4.04%	2.38%
Company Trip	7	1	-85.71%	0.37%	0.02%	Price	6	8	33.33%	0.36%	0.15%
Honeymoon	44	36	-18.18%	2.33%	0.66%	Short flight Time	12	12	0.00%	0.71%	0.23%
Getting Married	0	1	----	0.00%	0.02%	General Reading	0	4	----	0.00%	0.08%
Memorial Service	0	1	----	0.00%	0.02%	Flyer/Poster	2	3	50.00%	0.12%	0.06%
VFR	9	14	55.56%	0.48%	0.26%	Friends/Relatives	96	182	89.58%	5.70%	3.46%
Attend Sport Events	2	5	150.00%	0.11%	0.09%	TV/Radio	6	15	150.00%	0.36%	0.29%
Others	8	15	87.50%	0.42%	0.27%	Previous Trip	11	24	118.18%	0.65%	0.46%
						Others	21	44	109.52%	1.25%	0.84%

OCCUPATION	2009	2010	% Chge	2009 % Share	2010 % Share	Entry Level	2009	2010	% Chge	2009 % Share	2010 % Share
Legislators, and managers	60	145	141.67%	2.61%	2.41%	Armed Forces	3	5	66.67%	0.13%	0.08%
Professional	1,201	3,578	197.92%	52.19%	59.46%	Homemakers	0	0	----	0.00%	0.00%
Technicians	59	114	93.22%	2.56%	1.89%	Students	8	37	362.50%	0.35%	0.61%
Clerk	433	1,326	206.24%	18.82%	22.04%	Retirees	139	464	233.81%	6.04%	7.71%
Service Workers	21	39	85.71%	0.91%	0.65%	Others	40	86	115.00%	1.74%	1.43%
Skilled Workers	1	3	200.00%	0.04%	0.05%	Not Stated	21	78	271.43%	0.91%	1.30%
Craft and related trades worker	2	5	150.00%	0.09%	0.08%		304	398	30.92%	13.21%	6.61%
Operators and Assemblers	9	7	-22.22%	0.39%	0.12%						